

CLAIM AMENDMENTS

1. (Currently amended) A method of placing an ad into ~~ads in a~~ digital video output stream, the method comprising:

while the digital video output stream of a digital video recorder includes video of a first mode but does not include the ad or video of a second mode, detecting that the digital video output stream should change from the video of the a-first mode to the video of the a-second mode, wherein the video of the first mode includes video of a user interface, and wherein the video of the second mode includes video of a program recorded at the digital video recorder;

obtaining [[an]]the ad; ~~wherein the ad is determined by a relationship between the first mode and the second mode;~~ and

placing the ad into the digital video output stream so that the digital video output stream includes the video of the first mode and the ad but does not include the video of the second mode; and

thereafter, removing the video of the first mode from the digital video output stream and adding the video of the second mode to the digital video output stream so that the digital video output stream includes the video of the second mode and the ad but does not include the video of the first mode.

placing the ad into the video stream such that (i) at least a first portion of the ad is displayed along with video of the first mode, or (ii) at least a second portion of the ad is displayed along with video of the second mode.

- 2-6. (Cancelled)
7. (Currently amended) The [[A]]method of claim 1, wherein the ad is obtained in real-time.
8. (Currently amended) The [[A]]method of claim 1, wherein the ad is ~~obtained further determined~~ by an ad placement engine.
9. (Currently amended) The [[A]]method of claim 1, wherein the ad is ~~obtained by an ad placement engine using further determined by~~ previously collected user information.
10. (Currently amended) The [[A]]method of claim 1, wherein the ad is ~~obtained further determined~~ by an ad placement engine using context information and previously collected user information.
11. (Cancelled)
12. (Currently amended) The [[A]]method of claim 1, wherein the ad is an animation.
13. (Currently amended) The [[A]]method of claim 1, wherein the ad is dynamically placed.

14-19. (Cancelled)

20. (Currently amended) A computer software product having instructions executable by a computer processor to perform a method for placing an ad into a digital video output stream of a digital video recorder, the computer software product comprising:

first instructions configured to detect that the video_output stream should change from video of a first mode to video of a second mode, wherein the first instructions are executable while the digital video output stream of the digital video recorder includes video of a first mode but does not include the ad or video of a second mode, wherein the video of the first mode includes video of a user interface, and wherein the video of the second mode includes video of a program recorded at the digital video recorder;

second instructions configured to obtain the [[an]]ad, ~~wherein the ad is determined by a relationship between the first mode and the second mode;~~ and

third instructions configured to place the ad into the digital video output stream so that the digital video output stream includes the video of the first mode and the ad but does not include the video of the second mode and, thereafter, remove the video of the first mode from the digital video output stream and add the video of the second mode to the digital video output stream so that the digital video output stream includes the video of the second mode and the ad but does not include the video of the first mode,

~~instructions configured to place an ad into an output video stream such that (i) at~~

~~least a first portion of the ad is displayed along with video of the first mode, or (ii) at least a second portion of the ad is displayed along with video of the second mode.~~

21. (Currently amended) The method of claim 1,
wherein detecting that the digital video output stream should change from the first mode to the video of the second mode is carried out by software of the [[a]]digital video recorder.

22. (Cancelled)

23. (Currently amended) The method of claim 1,
wherein the ad is a still ad comprising an individual frame,
the method further comprising:
replicating the individual frame a number of times to fill up a designated time segment that the ad is displayed.

24. (Currently amended) The method of claim 1, wherein ~~the first~~
~~portion of the ad displayed along with the video of the first mode~~ comprises a mini-ad that occupies less than an entire screen that is displaying the ~~first portion of the ad~~ and the video of the first mode.

25. (Cancelled)

26. (Previously presented) The method of claim 1, wherein the ad is partially transparent.

27. (New) The method of claim 1, further comprising:
after removing the video of the first mode from the digital video output stream and adding the video of the second mode to the digital video output stream, removing the ad from the digital output stream so that the digital video output stream includes the video of the second mode but does not include the ad and video of the first mode.

28. (New) The method of claim 1, wherein detecting that the digital video output should change from the video of the first mode to the video of the second mode includes detecting that the program recorded at the digital video recorder has been selected for playback.

29. (New) The method of claim 1, further comprising:
displaying the digital video output stream via a display device that connects to the digital video recorder via a wired connection.

30. (New) The method of claim 1, further comprising:
displaying the digital video output stream via a display device that connects to the digital video recorder via a wireless connection.

31. (New) The method of claim 1, further comprising:

prior to obtaining the ad, downloading the ad from a server and storing the ad at a memory device of the digital video recorder,

wherein the video of the second mode is stored at the memory device.

32. (New) The method of claim 10, wherein the context information comprises information selected from the group consisting of (i) time information, and (ii) a movie title.

33. (New) The computer software product of claim 20, wherein the first instructions detect that the video output stream should change from video of a first mode to video of a second mode by detecting that the program recorded at the digital video recorder has been selected for playback.

34. (New) The computer software product of claim 20, wherein the computer software product is located within the digital video recorder